

Benton County
Quit Line Data Summary
 July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 47	N = 2,935
Percent of Statewide Calls	1.9%	100.0%
Percent of State Population in County¹	2.4%	100.0%

	County %	State %
Gender	N = 47	N = 2,565
Female	68.1%	63.8%
Male	31.9%	36.2%
Race/Ethnicity	N = 38	N = 2,185
People of Color	10.5%	13.0%
White	89.5%	87.0%
Age	N = 43	N = 2,379
Less than 18 years old	2.3%	1.7%
18 - 24 years old	23.3%	15.7%
25 - 34 years old	20.9%	23.3%
35 - 44 years old	27.9%	26.0%
45 years and older	25.6%	33.2%
Education	N = 42	N = 2,267
Did not graduate high school	4.8%	19.5%
High school graduate	40.5%	33.3%
Some college/vocational school	45.2%	35.3%
College graduate	9.5%	11.9%
Caller Type	N = 47	N = 2,685
General Information	4.3%	10.5%
Health care provider	6.4%	3.2%
Tobacco user	89.4%	86.3%
Payer Type	N = 33	N = 1,774
Insured	57.6%	29.4%
Uninsured	12.1%	30.4%
Medicaid	30.3%	40.2%
Heard About	N = 44	N = 2,220
Past caller	11.4%	14.0%
Employer/worksites	0.0%	1.1%
Health care provider	38.6%	29.8%
Television	20.5%	13.7%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	2.3%	5.6%
Family or friend	22.7%	24.7%
Health Department	4.5%	4.1%
School	0.0%	0.6%